

# Potty Comfort for Kids

MOM'S INVENTION RESIZES EXISTING TOILET SEAT  
AND IS A POST-TRAINING DEVICE **BY EDITH G. TOLCHIN**

**H**ERE'S A product I viewed on "Shark Tank's" Season 12 but hadn't gotten around to interviewing its inventor, Judy Blair (Abrahams). I recently caught up with her on LinkedIn, and she filled me in on her progress since the show. It's good news, because she sold the company!

**Edith G. Tolchin (EGT): What advantage does Super Potty Trainer have over standard children's potties?**

**Judy Blair (Abrahams) (JBA):** My co-inventor is Curt Blair, the father of my children. I came up with the main idea and designed the first prototype, which I used to potty train our daughter. The original prototype was missing some kind of attachment to avoid movement.

I came up with some solutions, but Curt, an engineer, did all the research on the best material and measurements of all possible silicone pads that best suit the purpose of the invention. I did all the legal research of the art, drawings and designs of the main product; he conducted all the silicone research and design, and measured the small cavities where the silicone pads are inserted.

The research we both conducted took a lot of work, thinking, dedication and consistency. We measured *all* possible and existing toilet seats sold at Lowe's and Home Depot (2012, 2013, 2014).

The advantage of the Super Potty Trainer over any other trainers is that is the only product available that not only adjusts or resizes the existing toilet seat, accommodating children of any size, but is also the only "post-training" product.

When children are potty trained, their bodies are still small to fit a regular elongated toilet seat so they are still, somehow, afraid of the toilet. The SPT offers them a visual safety guard so they will not fall in the toilet.

**EGT: What led to your "aha!" moment?**

**JBA:** My "aha!" moment was when my 2 1/2-year-old daughter, who was terribly constipated and had rejected all potty-training devices, told me one day in 2012 that if I sat on the toilet first, she would sit, too.

I followed her direction, sat on the toilet, and when she sat in front of me, I noticed that she felt safe so that she wouldn't fall in the toilet. My stomach became her back support, and my arms became her handles.

That day, I knew I was into something big. The same day, I mounted a box on the toilet and tied it up with a scarf around the toilet water tank and continued to potty train her with it.

**EGT: Was the process of obtaining a patent difficult?**

**JBA:** Once I conducted the necessary, in-depth legal and market research on the existing art and products, I was confident I was ready to file for a patent. I hired the best patent lawyer in Virginia.

The process to obtain the first utility patent took six years, and the process to obtain the second patent (subdivisional) took three years. I was granted two utility patents. I also applied for and was granted the first trademark in 2015 and the second trademark in 2021.

**EGT: Did you create many prototypes? What was your method of testing the product?**

**JBA:** We (ex-husband, co-inventor and I) created four different prototypes, and decided on the latest one as a final product to launch to the market. I tested the market by handing out samples of the latest prototype/product at and to different places and people and sold many at different pools.

**EGT: Please tell us about the various products you are now selling on your website. I see you also sell at Walmart.**



## A request from her 2 1/2-year-old daughter was the impetus for Julie Blair (Abrahams') invention.

**JBA:** I designed multiple potty-training products that are all covered under the claims of the patents. I only launched the Super Potty Trainer to the market, but I was always working on the subdivisional patent to develop products from it (similar to a Lego kind of system).

After testing the market (pools, parking lots, a few day cares), I started selling Super Potty Trainers on the first website I created with no experience, then launched an Amazon seller page with no experience and continued selling through those channels. The Super Potty Trainer was manufactured in different colors (purple, white, blue and pink). The signature color of the Super Potty Trainer is white.

The Super Potty Trainer was recently acquired by a well-established manufacturer and distributor with more than 70 years' experience in the juvenile and home sectors. They carry an elite portfolio of licensed global brands, especially in the juvenile sector. They sell to all major retailers in various channels of brick, mortar and eCommerce retail.

As an inventor and founder, having found this company was the best thing that happened to me in 2015 when I launched the Super Potty Trainer at the ABC Kids Show in Las Vegas. Once I decided in 2022 that it was time to move to another level, there was no doubt in my mind that this company was the right place for the Super Potty Trainer, and I couldn't be happier.

**EGT:** Have you ever thought of including (for example) a matching "splash guard," and perhaps a stepstool to make it easy for little ones to step up independently?

**JBA:** Yes, I drew multiple designs and possibilities, including a possible "splash guard" that would attach directly to the toilet.

The stepstool I designed is in the works to be filed for a patent. It's something new, never done before, but it's not attached or connected to the Super Potty Trainer.



**EGT:** Are you CPSIA (Consumer Product Safety Improvement Act) testing? Do you test every production batch?

**JBA:** The new owner conducted and obtained all kinds of testing and certifications.

**EGT:** You were on "Shark Tank" during Season 12, and I understand you landed a deal. Please tell us with which "Shark," and what was the deal?

**JBA:** On the show, we partnered with Daymond John and Lori Grenier. However, after the show, we only partnered with Daymond. Unfortunately, for confidentiality reasons, I can't disclose the terms of our deal.

**EGT:** Any advice for novice inventors?

**JBA:** If you see it differently, don't ignore it. Move forward with the proper research and process and trust your gut!

Once you have decided to start a business out of your invention, make sure you have a solid "Operating Agreement" (where the inventor would protect the future of the invention and the efforts of the inventor).

Never give up more than 10 percent of your invention's rights or company's equity.

Ensure that the equity given to a new partner matches the partner's efforts and investment. I feel blessed to have had the business partners I had during my journey with the Super Potty Trainer. ☺

*Details: [superpottytrainer.com](https://superpottytrainer.com)*

Edith G. Tolchin has written for *Inventors Digest* since 2000 ([edietolchin.com/portfolio](https://edietolchin.com/portfolio)). She is the author of several books, including "Secrets of Successful Women Inventors" (<https://a.co/d/fAGlvZJ>) and "Secrets of Successful Inventing" (<https://a.co/d/8dafJd6>).



Blair's ex-husband and co-inventor did all the engineering-related research; she did all the legal research.



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